

November 1, 2022

Project Director,
Karachi Mobility Project, BRT-Yellow Line
Sindh Mass Transit Authority (SMTA)
Government of Sindh,
D-43/1, Shahrae-e-Ghalib, Lane III, Block 2,
Clifton, Karachi
Ph: 021-99332207-8

RE: Application for the position of Social Development Specialist

Dear Sir,

I'm applying for the **Social Development Specialist** position, which appeared in Daily Dawn, 23rd October, 2022. I meet all the essential criteria for the role and feel to make an effective and immediate contribution to your team.

In addition to my extensive experience in the sector, I have been associated with Pakistan's leading social protection and community development programs. Abilities in designing and implementing community oriented projects in a scientific manner, have also looked after and successfully completing large scale resettlement projects in Sindh that helped me achieve desired results in highly challenging environments.

I would greatly appreciate your review of my enclosed resume and outlined credentials. I believe to be a valuable addition to Sindh Mass Transit Authority and your project goals. At your convenience, I am available for an interview or further discussion.

I look forward to your response.

Sincerely,



Mohsin Babbar
H # 1379, St. 14, Block C-1,
Multi Gardens, Sector B-17,
Islamabad, Pakistan
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Email: mohsin_babbar@hotmail.com



Mohsin Babbar

Nationality: Pakistani 📞 (+92) 3345164110 **Date of birth:** 16/01/1973

Gender: Male ✉ **Email address:** mohsin_babbar@hotmail.com

📱 **Whatsapp Messenger:** +923345164110

🌐 **LinkedIn:** <https://pk.linkedin.com/in/mohsin-babbar-806867102>

📍 **Address:** H No. 1379, Street 14, Block C-1, Multi Gardens, Sector B-17, 44000
Islamabad (Pakistan)

ABOUT ME

I have worked in public development, large-scale land acquisition and resettlement projects, media and communications, public policy research, and advocacy for 35 years. I oversaw the operation of Pakistan's most extensive CSR program under the umbrella of Thar Foundation, a subsidiary of Engro Corporation and Govt. of Sindh JV. I also have in-depth knowledge and experience working with mass media, digital platforms, corporate communications, and policy advocacy at the local, provincial, and federal levels. Also worked with ADB and the World Bank on flagship social protection programs such as the Benazir Income Support Program (BISP) and the Sindh Cities Improvement Program. Whilst associated with Pakistan's leading policy think tanks such as SDPI and others by successfully advocating for public health, water and education policies. Conception and implementation of research tasks, impact assessments, process evaluations, Govt. political advocacy, campaign work, awareness raising, and emergency and relief tasks. As an author and co-author of numerous research studies, surveys, and working papers on various development-related topics, I regularly write articles for national newspapers and serve as an analyst and commentator for TV channels.

OBJECTIVE

To deliver brilliance in my professional career on public development through utmost diligence, dedication, and passion by exercising my knowledge and expertise.

WORK EXPERIENCE

Manager (CSR, Resettlement, Govt Relations, Communications)

Thar Foundation/Sindh Engro Coal Mining Company [14/11/2016 – 28/02/2022]

City: Tharparkar

- ▮ Conceptualise and executed social safeguard and development strategies across the beneficiary area in Thar Coal Block II under CPEC Project
- ▮ Successfully executed Govt approved Resettlement Plan under which resettled and compensated 12 settlements
- ▮ Supported a Land Acquisition program of more than 24,000 acres of land by making fair compensations
- ▮ Conceptualise and executed communication strategies among target audiences at local, national, and international levels
- ▮ Conceptualise and administered large-scale household surveys, impact assessments
- ▮ Conceptualise, designed, and successfully implemented large-scale relief operations during droughts in district Tharparkar and COVID Epidemic.
- ▮ Acted as a central media and communication person for Mega Energy Project under CPEC
- ▮ Developed content to boost organizational image through mainstream, regional and social media outlets
- ▮ Coordinated with Government departments, ministries and governments organizations, private sector organizations, and provincial governments to implement Resettlement and community development policies
- ▮ Developed IEC material/publications/Newsletters/Case studies for relevant media channels
- ▮ Maintained the organization's branding

Communication Specialist

Ministry of Commerce [01/11/2015 – 13/11/2016]

City: Islamabad

- Advised Minister of Commerce on Communication-related affairs at all communication modes
- Supported the Ministry of Commerce in the implementation of UN Conventions mandatory for GSP+
- Coordinated with ministries and governments organizations, private sector organizations, and provincial governments in matters relating to the implementation of conventions
- Managed the organization's Social Media accounts and update and respond to queries
- Assisted the Ministry of Commerce in developing an electronic database in the form of a website to highlight landmarks in the implementation of the Conventions
- Prepare, develop, plan and implement Community Coordination and Communication Strategy
- Conduct Research Studies & Impact Assessments
- Keep liaison with Mainstream/Local Media/Stakeholders
- Develop IEC material/publications/Newsletter
- Maintain Ministry branding and Develop & Review content for the official website & social media forums
- Communicating and liaison with CSOs and facilitating their interactions with TICs at the Federal and Provincial levels.

Team Leader (Communication Consultant), Education & Literacy Department, Govt of Sindh

Apex Consulting for a World Bank Project [01/01/2016 – 31/12/2016]

City: Karachi

Conducted detailed communication audit of Literacy & Education Department, Govt of Sindh, and identified gaps
Submitted a detailed report with recommendations for the way forward.

Manager Corporate Communication & Strategies

Punjab Saaf Pani Company, Govt of Punjab [01/11/2014 – 01/10/2015]

City: Lahore

- Conceptualise and implement Community Coordination and Communication Strategy, Compliant Management System, Research Studies & Impact Assessments
- Liaison with Mainstream/Local Media
- Developed IEC material/publications/Newsletter and maintained Company branding
- Developed & Reviewed content for the company website & Update
- Acted as an official spokesperson to respond to media, government, and general queries

Communication Expert (Consultant) for BISP

World Bank through GHK International [01/07/2011 – 01/08/2013]

City: Islamabad

- Reviewed and analyzed all project documents including BISP project documents, the Targeting Manual including its all annexes and sub-annexes particularly payment, case management, and verification manuals, Partner Organization Inception Reports etc
- Reviewed and proposed to improve the grievances/case management systems to update the data/information
- Assessed and proposed to improve the Public Information Campaigns
- Provided input into the shadowing questionnaire for covering information on the local-level public information campaigns undertaken by the survey partner organizations.
- In collaboration with the Payment Specialist developed a robust approach and methodology for the case-study components, including the development of tools, sampling framework, management of field logistics, and quality assurance mechanisms.
- Provided key inputs to drafting the Inception Report with specific responsibility for the Assessment of Grievance Cases situation analysis, methodology, and sampling framework.
- Developed training modules for the field staff (Provincial Coordinators and Case Officers), and training of the field staff.

- Developed a toolkit including field observation pro-forms and checklists to guide interviews for case study development.
- Provided critical inputs to drafting of the Final Report and development of key recommendations for BISP to improve the case management process and customer interfaces, and the public information

Communication, Media and Public Awareness Specialist

Asian Development Bank for Sindh Cities Investment and Improvement Program [01/05/2010 – 01/05/2012]

City: Sukkur

- Prepared and implemented communication and public awareness strategy and plans for the project to ensure that project deliverables reach the low-income households and special needs of women customers.
- Assisted to institutionalize the stakeholder (including policy and decision makers) consultation process
- Planned and implemented a customer complaints system and customer surveys.
- Lobbied with local government functionaries and elected representative
- Conceived and implemented citizen surveys
- Assisted project management to design and implement business systems and procedures, and provide training for communications and public relations procedures.
- Conducted training and seminars/workshops and provide on-the-job training to NSUSC staff to help them develop communications and public awareness initiatives and campaigns.
- Assisted the Team Leader in preparing relevant reports and deliverables

Team Leader – Impact Assessment Project

Union Council Poverty Reduction Program (UCBPRP), SRSO [01/12/2011 – 01/08/2012]

City: Sukkur

- Designed and executed Impact Assessment of the Union Council Based Poverty Reduction Program of Rs.2.5bn
- Did a qualitative and quantitative analysis of the program
- Successfully completed the project with the report submitted and presented before the SRSO BoD

Advocacy and Communication Officer

Sungi Development Foundation [01/08/2006 – 01/05/2009]

City: Islamabad

- Provided input for National Resettlement Policy (NRP) with a civil society perspective and lobbied with provincial and national policymakers to approve the NRP
- Advocated and lobbied with policymakers, legislators, journalists, and CSOs on resettlement and mega water-related projects
- Head of Media and Public relations for the organization
- Produced and directed a video documentary on water and energy-related issues in Pakistan

Project Coordinator Advocacy and Communication

The Network for Consumer Protection [01/05/2005 – 01/07/2006]

City: Islamabad

- Successfully lobbied and advocated and drafted the National Drinking Water Policy for the Government of Pakistan
- Member of the drafting committee on the National Drinking Water Policy (NDWP)
- Held seminars and workshops with media practitioners on the importance of legislation for drinking water.
- Carried out a nationwide citizen feedback survey to assess the problems and issues in accessing clean drinking water.
- Authored a book, "By The People" - a research-based national survey/report submitted for NDWP as a member of the Drafting Committee.

Advocacy & Communication Officer

Sustainable Development Policy Institute (SDPI) [01/11/2001 – 01/04/2005]

City: Islamabad

- Headed Media and Public relations affairs for the organization
- Contributed and lobbied with the government on policy-related matters with regard to water, energy, education etc
- Planned, designed, and implemented evidence-based research activities on health and education-related topics
- Organised seminars, workshops, and national and international conferences
- Co-authored a report, "The Subtle Subversion", a research study on curricula textbooks published by SDPI, which was later adopted by the Federal Government to make it part of the national policy
- Authored a report, "Increasing trend of suicide among Pakistani Youth", published by SDPI.

Senior Anchor Person

KTN News T, Awaz TV News, Sindh News TV [01/01/2008 – 01/10/2014]

City: Islamabad, Karachi

Country: Pakistan

- Anchored a primetime current affairs talk show and often discussed topics regarding development and energy issues
- Inviting ministers, parliamentarians, technocrats, and experts for healthy and constructive debate

Senior Reporter/Bureau Chief/Chief Reporter

Various Media Outlets [01/01/1992 – 30/11/2011]

City: Islamabad

- Worked in various positions to report and manage a team of reporters for Daily The Post, Dateline Islamabad, Daily Awami Awaz, Daily Kawish, Daily Sindh, Affair Magazine, Energy Update Magazine
- Investigative news stories, write-ups, interviews
- Promoted to Bureau Chief from staff reporter and posted at Islamabad
- Reported in three languages i.e. English, Urdu, and Sindhi, and also worked for Print, TV, and Radio Media.

Customer Relations Officer

TCS (Pvt) Ltd [01/04/1988 – 01/12/1991]

City: Hyderabad

- Courier Delivery, Customer, and Public Relations
- Complaint Redress assistance

EDUCATION AND TRAINING

MSc Mass Communication

AIOU

Bachelors of Arts (BA)

University of Sindh

LANGUAGE SKILLS

Mother tongue(s): **Sindhi**

Other language(s):

Urdu

LISTENING C2 READING C2 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C2

English

LISTENING C2 READING C2 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

Sindhi

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C2

PUBLICATIONS

Author

▷ The Subtle Subversion (Co-Author), a research study on curricula textbooks, published by SDPI

▷ By The People - A research-based national survey/report submitted for National Drinking Water Policy

▷ Increasing trend of suicide among Pakistani Youth, published by SDPI

▷ Translated a Book by Dr. Shoaib Suddle titled "Police System of Pakistan" in Sindhi

▷ Translated a Book by Mr. Javed Jabbar titled "Unique Origin, Unique Destiny" in Sindhi, which was launched at Karachi Literature Festival in February 2014

▷ The Red Outbreak – A benchmark study on the use of smokeless tobacco in Pakistan, published by SAMAR

TRAINING PROGRAMS

Participant

▷ Represented Pakistan media at the South Asian forum on MDGs, organized by United Nations in Kathmandu, Nepal.

▷ 4th Congress of World Water Forum of Journalists, held in Dhaka, Bangladesh from 8-10 May 2006.

▷ 10th International Women and Health Meeting, New Delhi, India

▷ 3rd South Asian Conference on Consumerism, New Delhi India

▷ April 21- 4th May 2003, Kuala Lumpur, Malaysia: Participated in a training workshop organized by Himmat Society Pakistan/ LDM/IIIE/ AIBD on "Media Strategies for Advocacy and Action"

▷ January 8th, 2004, Islamabad: Participated in a training workshop for journalists on "Environment & Energy"

▷ December 10 – 12th 2002, Islamabad: Participated in a training workshop organized by PECC on "Reproductive Health, Environment and the Youth"

▷ February 6 – 7th 2002, Lahore: Participated in a training workshop organized by Management & Development Consultants, Lahore on "Effective Media and Public Relation skills"

LINK FOR MY CREDENTIALS

<https://bit.ly/3DLzVyR>

REFERENCES

Available upon request

UMS15383173

UMS 1

PAKISTAN POST OFFICE
U.M.S. RECEIPT

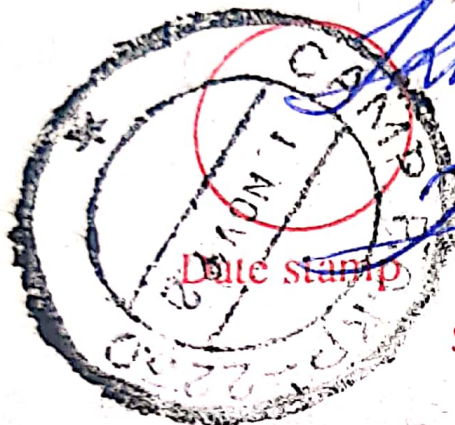
No.....

560

Rs.....

Name of addressee.....

Post town of destination



Date stamp

Signature of booking official

Service instruction over leaf